



State of Louisiana
LOUISIANA MOTOR VEHICLE COMMISSION

Kathleen Babineaux Blanco
Governor

Lessie A. House
Executive Director

June 21, 2006

BULLETIN #B-2006-02

TO: All Motor Vehicle Dealer, Manufacturer and Distributor Licensees

RE: ADVERTISING OF “FIRST TIME BUYER” DISCOUNTS AND OTHER SIMILAR PROGRAMS, i.e. “Active Military” “Previous Owner”, “College Grad”, “Trade-In Allowance for a certain year model or a non-manufacturer product”, etc., WHICH ARE NOT AVAILABLE TO THE PUBLIC AS A WHOLE

The Louisiana Motor Vehicle Commission, in 1991, issued Bulletin B-1, 1991 regarding rebates and discounts that are not available to the public as a whole. To date, the contents of bulletin remain in effect.

In an effort to provide further guidance we offer the following:

1. If a price advertisement discloses a rebate, cash back, discount savings claim, or other incentive, the full cash price of the vehicle must be disclosed as well as the price of the vehicle after deducting the incentive. The following is an acceptable format for advertising a price with rebates and other deductions:

Mfg. Sugg. Retail Price	\$9,995.00
less rebate	500.00
less dealer discount	500.00
Sale Price	\$8,995.00

2. In the event that the manufacturer offers a discount on a package of options then that discount should be disclosed above or prior to the Manufacturer's Suggested Retail Price in the example in 1, with a total price of the vehicle before option discounts. The following is an acceptable format:

Total Vehicle Plus Options	\$10,995.00
Option Package Discount	1,000.00
Mfg. Sugg. Retail Price	9,995.00
less rebate	500.00
less dealer discount	500.00
Sale Price	\$ 8,995.00

3. If a rebate is only available to a selected portion of the public and not the public as a whole, the price should be disclosed as in 1, first and then the nature of the limitation and the amount of the limited rebate must be disclosed. The following is an acceptable format:

Mfg. Sugg. Retail Price	\$9,995.00
less rebate	500.00
less dealer discount	500.00
Sale Price	\$8,995.00
FIRST TIME BUYER'S RECEIVE ADDITIONAL \$500.00 OFF	